Assignment: Observing and Analyzing Core Concepts of Marketing in Real Life

Course: Principles of Marketing
Level: BBA
Submitted To: _____
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Date: _____

Task 1 – Observation (20 Marks)

I observed my surroundings for a week and identified five real-life examples that reflect marketing activities:

1. Billboard Advertisement: While passing by Canal Road near DHA Bahawalpur, I saw a large billboard promoting DHA's housing sectors D, F, and N. The ad highlighted luxurious living and investment opportunities, aiming to attract potential homebuyers.
2. In-Store Shopping Experience: During my visit to a shoe store named Hustle on Circular Road, I noticed a creative marketing idea: if a customer didn't receive a bill from the counter, they could claim Rs. 2000 from the brand. This strategy encourages transparency and builds customer trust.
3. Social Media Advertisement: I came across a digital video commercial featuring Hina Afridi encouraging people to buy Pakistani brands, linking national pride with product quality. This campaign effectively promotes local manufacturing and brand loyalty.
4. Online Marketing: Nishat Linen's Autumn/Winter 2025 ad used an AI-generated model for promotion. Although innovative, it received criticism for lacking authenticity and emotional connection, offering a unique perspective on technology in marketing.
5. Product Design Innovation: I observed a brand advertisement that showcased plastic bottles designed in the shape of dumbbells and chewing gums packaged like briefcases. This creative packaging approach grabs consumer attention and links product design with lifestyle themes.

Task 2 – Identification of Core Concepts (30 Marks)

#	Observation	Core Marketing Concept(s)	Explanation
1	DHA Bahawalpur Billboard	Needs, Wants & Demands; Market Offerings; Target Segmentation	The DHA billboard fulfills people's need for secure housing and their want

			for luxury living. By promoting specific sectors, the brand targets a particular segment—middle-to-upper-income families—offering real-estate products as market offerings.
2	Hustle Shoes Store Promotion	Value & Customer Satisfaction; Exchange & Relationships	The 'Rs 2000 if no bill' policy adds value through transparency and trust. It assures customers of authenticity and strengthens long-term relationships by showing the brand cares about fairness.
3	Hina Afridi Local-Brand Ad	Needs, Wants & Demands; Value & Customer Satisfaction; Exchange & Relationships	The campaign appeals to the national desire to support Pakistani products while promising quality. It creates both emotional and functional value, encouraging lasting relationships

			between consumers and local brands.
4	Nishat Linen AI Model Campaign	Market Offerings; Value & Customer Satisfaction; Exchange & Relationships	The campaign demonstrates innovation in advertising but reveals that technology alone cannot ensure satisfaction; emotional authenticity remains vital in maintaining a strong customer–brand relationship.
5	Creative Product Design (Bottles & Gum)	Market Offerings; Value & Customer Satisfaction; Target Segmentation	The uniquely shaped bottles and gum packaging differentiate the products from competitors and appeal to health-conscious or fun-loving consumers. This innovation enhances perceived value and satisfaction.

Task 3 – Analytical Discussion (30 Marks)

During my week of observation, the most frequently appearing marketing concepts were Value and Customer Satisfaction, Market Offerings, and Exchange and Relationships. These concepts appeared in almost every example, showing how businesses aim not just to sell products but to build trust, communicate authenticity, and create emotional or functional value for customers.

The DHA Bahawalpur billboard clearly illustrated how companies tap into people’s needs and wants. Housing is a basic need, but DHA promotes it as a lifestyle dream, adding emotional value. By showcasing luxury and security together, they successfully attract a specific target segment—people seeking both comfort and investment opportunities. This proves that effective marketing combines practicality with aspiration.

The Hustle shoe store used a simple yet powerful marketing tactic. Their promise—'Get Rs 2000 if you don’t receive a bill'—directly builds customer trust and reinforces transparency. It’s not just a promotional gimmick; it’s a message of honesty. This action-based marketing strategy ensures that the customer feels valued and respected, creating a strong and lasting relationship with the brand.

Similarly, the digital ad featuring Hina Afridi connects the concept of Value and Satisfaction with emotional appeal. By urging people to buy Pakistani products, it links marketing to patriotism and identity. This campaign effectively demonstrates how emotional value can motivate consumers to choose local products over imported ones.

In contrast, the Nishat Linen AI model campaign highlights how innovation can sometimes backfire if not aligned with human emotions. The brand’s use of an AI-generated model was technologically advanced but received negative feedback due to the lack of authenticity. This teaches an important marketing lesson—technology can enhance communication, but it cannot replace emotional connection.

Lastly, the creative product packaging in the form of dumbbell-shaped bottles and briefcase-shaped gum packs shows how design innovation can enhance customer value. Such creativity appeals to lifestyle preferences and helps a product stand out on crowded shelves, fulfilling both aesthetic and practical needs.

Overall, my analysis shows that successful marketing in today’s world relies on understanding consumer psychology. The most effective strategies are those that deliver real value, foster trust, and maintain emotional authenticity. Each of these examples taught me that marketing is not just about promoting a product—it is about understanding people, solving their problems, and creating experiences that connect emotionally as well as practically.

Task 4 – Reflection (20 Marks)

Observing marketing activities in my daily life helped me understand that marketing is not limited to textbooks or advertisements—it is part of every

interaction between brands and consumers. During this assignment, I realized that marketing is not just about selling a product, but about understanding people’s needs, building trust, and delivering real value.

When I saw the DHA billboard in Bahawalpur, I learned how companies appeal to people’s dreams and aspirations. Visiting the Hustle shoe store showed me how small gestures, like rewarding honesty, can strengthen customer relationships. The ad featuring Hina Afridi made me see how emotional and patriotic appeals can influence buying behavior, while the Nishat Linen AI campaign reminded me that technology should never replace human connection. Even creative packaging designs demonstrated how simple ideas can grab attention and create excitement among consumers.

Through these observations, I realized that every marketing activity—no matter how small—carries a message about what the brand stands for. This experience helped me connect theory with real-life practice and see how concepts like value, satisfaction, and relationships work in the real world. Now I understand that effective marketing means understanding human emotions, culture, and trust as much as understanding products and prices.